

THIS MAGAZINE MAY BE KEPT.....  
 DAYS. PLEASE CHECK YOUR NAME OFF  
 THE LIST AND FORWARD PROMPTLY

RAY LEWIS  
 EDITOR AND  
 PUBLISHER  
 HERMANT BLDG.  
 21 Dundas Square  
 TORONTO

# Digest

STOP  
 HERE

THIRTY-FIFTH YEAR OF PUBLICATION 1915-50

Vol. 42, No. 20.

TORONTO, CANADA

September 9, 1950

## LIMBURGER CHEESE STINKS — BUT IT SELLS

W. N. LA ROSE of the Hollywood Theatre, Niagara Falls, has sent on a clipping from the Niagara Falls Gazette, a news note from Milwaukee which could be applied to our own Show Business. It is a notice pinned up on a bulletin board of a Milwaukee firm, and it is reported that, after the employees read the notice, they perked up and became very much alive. The notice read, "It has come to the attention of the management that employees have been dying on the job and either refusing or neglecting to keel over. This practice must stop. Any employees found dead on the job either in an upright or prone position will be immediately dropped from the payroll."

"In the future if a foreman notices any employee has made no movement for a period of two hours, it will be his duty to investigate. As it will be impossible to distinguish between death and the natural movement of some employees, foremen are cautioned to make careful investigation."

"Holding a pay-check in front of a suspected employee is generally considered an authentic test, but there have been cases reported where the natural instinct has been so deeply imbedded that the hand of the employee has made a spasmodic clutch even after rigor mortis has set in."

We leave you, exhibitors, whose natural instinct is "from the can to the screen," to digest the Milwaukee sense of humor and with the fall and winter season in Show Business before you, to unloose your joints, stretch your muscles, and go after the marketable quality in the pictures available for you and your patrons.

This year we are very conscious of Showmanship. Distributors have stressed its necessity, exhibitors have stressed its vital need. Launch an offensive against Competition! You do not know your own strength until you test it. You do not know how good a showman you are until you express yourself through

Showmanship. The fact that you are in Show Business reveals that this is the business which you like. So why not become conscious of the fact that this is your vocation and make it pay?

It has not always been so evident, but in the last decade, I have observed that merchants have imitated the style of Showmen in the display of their products and in their advertising.

Take, as an example, the Borden company which has made a star of Elsie, a cow. Elsie is on exhibition at the Canadian National Exhibition. She is stalled in a boudoir, and each day Elsie wears a different Paris creation in millinery. Thousands of men and women have paid thousands of dollars to visit Elsie, who, after all, may wear a Paris hat, but she still looks like a cow in it.

If Borden's can make a star out of a cow, if cheesemakers can cultivate a taste in the public which makes us take a delight in the taste of limburger, what excuse has an exhibitor to say that the public do not like a picture because it stinks? I have heard critics eulogize pictures which I thought had an odour of limburger, and condemn other pictures which the public thought as sweet to their nostrils as a Breath of Spring.

Certainly, if we who are the Showmen, whom the public accepts as knowing pictures, go around with a forlorn expression when a picture is playing, never say a word about it with the exception of "just a picture," how do we expect to get patrons to pay to see it in our theatres?

Show Business is exactly that: it is a business and requires study. When a distributor advertises his product, study the advertisement. Perhaps you can improve on it, perhaps you should follow the style of selling as presented in the advertisement. When a distributor mails you a press-book on a picture, read it. Don't turn the pages and take a fleeting glance, for what is written there may be just what you need

to sell the picture to your potential patrons, or may stimulate a better idea of your own.

That press-book has been designed and printed for one purpose—to sell you and to help you sell the public. If someone came to you with an idea of how you could improve your business, you would listen to him and you would not throw his idea in the wastepaper basket.

The man or woman who makes up the copy for a press-book is a specialist. So are the artists who make up the display advertisements. The printing of the press-book costs thousands of dollars—you get it free, or for a few cents. Make use of its contents. It will save you time, it will save you worry, it will increase your box-office returns, if you adapt the press-book to your city, your town, your community.

There are hundreds of people in your town who do not patronize your theatre, but those same people go to New York City, or they go to the nearest city when they read about a big show playing. Which proves that these people like shows, and consider shows good entertainment. Go after this Untapped Audience!

We are not in the Show Business which we knew in 1914, nor in the Show Business which we knew in 1927, nor in the Show Business which we knew in 1942. This is 1950 and times are different, our business is different, our competition is different, and, incidentally, we who were in Show Business in 1910, are different. Recognize the difference, the necessity for a new approach.

May I repeat, the cheesemakers have made a delicacy of limburger cheese and no matter how thin you slice it, it still stinks. We Showmen are much more fortunate in our product for although we may have an occasional piece of limburger to sell, we still have savoury product in abundance.

—THE EDITOR.

NOTE





Despite adverse weather conditions, the ultra-modern North Main Drive-in Theatre opened on Friday, August 25th to a capacity movie crowd.

The theatre, located three-quarters of a mile north of KILDONAN PARK, MAN., is large and modern with accommodation for 700 vehicles. A feature of this theatre is the elaborate and well-designed pavilion and the Starlight Restaurant located on the mezzanine.

Those who took part in the official opening ceremonies included Reeve Duncan Christie of Old Kildonan and Mrs. Christie, Mayor Garnet Coulter and Mrs. Coulter, and Mayor Cecil Lyons of West Kildonan.

Manager of the North Main is Cecil Black, who is well-known in Western Canadian film circles, formerly associated with Selznick-Alliance Releasing Organization and Empire-Universal.

The most modern and latest drive-in theatre in British Columbia opened Thursday night in WELLINGTON, B. C. district a few miles north of Nanaimo.

Built at a cost of \$90,000, the "Starlight" drive-in, owned and operated by Famous Players' Canadian Corporation, is located at the junction of the Island Highway and Departure Bay Road.

The screen, approximately eight times the size of screens used in regular theatres, is faced with British Columbia plywood and tempered to withstand all types of weather.

At the rear of the theatre field, from a 100-foot pole, artificial light giving the effect of moonlight will be directed onto the field.

The children are not forgotten in the new "Starlite." A playground area with teeter-totters, sandboxes, swings and a merry-go-round is planned for the near future.

While the theatre at present has accommodation for more than 300 cars, it will soon be enlarged to handle 500, according to Mel Gow, Nanaimo theatre man and a veteran in the Famous Players' Organization.

On hand for the Hollywood-style opening was Mayor Earle Westwood of Nanaimo who congratulated Famous Players' on their confidence in the future of this district, shown by the outlay of capital in the erection of a new entertainment centre.

## Trans-Canada Showings

Use This Information As Your Guide on Release Dates

### TORONTO

#### DOWNTOWN

Cariboo Trail (20th-Fox) Cinecolor, and David Harding Counterspy (Col.).

#### EGLINTON-VICTORIA

Rebecca (SARO) with Laurence Olivier, and Jamaica Inn (SARO) with Charles Laughton.

#### IMPERIAL

Fancy Pants (Para.) Technicolor with Bob Hope and Lucille Ball.

#### UPTOWN

The Desert Hawk (E-U) Technicolor with Yvonne De Carlo and Richard Greene.

#### ODEON-CARLTON

Louisa (E-U) with Ronald Reagan and Ruth Hussey.

#### INTERNATIONAL CINEMA

The Happiest Days of Your Life (EL) with Alastir Sim.

#### TOWNE CINEMA

A Song To Remember (Col.) with Cornel Wilde and Merle Oberon.

#### UNIVERSITY-NORTOWN

Third Week. Sunset Boulevard (Para.) with William Holden and Gloria Swanson.

#### SHEA'S

The Flame, And The Arrow (WB) Technicolor with Burt Lancaster and Virginia Mayo.

#### LOEW'S

Duchess Of Idaho (MGM) Technicolor with Esther Williams and Van Johnson.

#### HYLAND

Naughty Arlette (EL) with Mai Zetterling and Hugh Williams.

#### KING

Broken Love (SARO) with Beniamino Gigli.

### MONTREAL

#### CAPITOL

Panic In The Streets (20th Fox) with Richard Widmark and Paul Douglas

#### IMPERIAL

In The Foreign Legion (E-U) and State Penitentiary (Col.).

#### LOEW'S

Fourth Week. Annie Get Your Gun (MGM) Technicolor with Betty Hutton and Howard Keel.

#### ORPHEUM

Fifth Week. So Young So Bad (UA) and Destination Murder (RKO).

#### PALACE

Sunset Boulevard (Para.) with William Holden and Gloria Swanson.

#### PRINCESS

The Flame and the Arrow (WB) Technicolor with Burt Lancaster and Virginia Mayo.

### VANCOUVER

#### CAPITOL

Fancy Pants (Para.) Technicolor with Bob Hope and Lucille Ball.

#### PLAZA-FRAZER

Second Week. Destination Tokyo (WB) and God Is My Co-Pilot (WB).

#### ORPHEUM

The Furies (Para.) with Barbara Stanwyck and Wendell Corey.

#### STRAND

The Black Rose (20th-Fox) Technicolor with Tyrone Power and Orson Welles.

#### VOGUE

Louisa (E-U) with Ronald Reagan and Ruth Hussey.

#### STUDIO

The Chiltern Hundreds (EL) with Cecil Parker.

### CALGARY

#### CAPITOL

Fancy Pants (Para.) Technicolor with Bob Hope and Lucille Ball.

#### PALACE

The Black Rose (20th-Fox) Technicolor with Tyrone Power and Orson Welles.

#### GRAND

Louisa (E-U) with Ronald Reagan and Ruth Hussey.

#### STRAND

Wagonmaster (RKO) with Ben Johnson and Ellen Drew.

### WINNIPEG

#### CAPITOL

Fancy Pants (Para.) Technicolor with Bob Hope and Lucille Ball.

#### GAIETY

Stars In My Crown (MGM) with Joel McCrea and Ellen Drew.

#### LYCEUM

In A Lonely Place (Col.) with Humphrey Bogart and Gloria Grahame.

#### MET

Annie Get Your Gun (MGM) Technicolor with Betty Hutton and Howard Keel.

#### ODEON

Louisa (E-U) with Ronald Reagan and Ruth Hussey.

#### GARRICK

In The Foreign Legion (U-E) with Bud Abbot and Lou Costello.

### SAINT JOHN

#### PARAMOUNT

Fancy Pants (Para.) Technicolor with Bob Hope and Lucille Ball.

#### CAPITOL

Stars In My Crown (MGM) with Joel McCrea and Ellen Drew.

#### STRAND

In The Foreign Legion (E-U) with Bud Abbot and Lou Costello.

At PLENTY, SASK., a community-owned venture, Plenty Recreation Co., Ltd., remodeled the old Orange Hall building to make a memorial theatre. Cost was \$60,000. All labor was voluntary, with up to 40 men working at one time. Local and district women served lunches. Theatre seats 350, has a roomy stage and boasts the latest in projection equipment.

\* \* \*

The Crest Drive-in, REGINA, built at a cost of \$75,000 by Rothstein Theatres of Winnipeg was opened recently at Yorkton, Saskatchewan. It will accommodate 400 cars.

\* \* \*

Sale of the Kinema theatre, CALGARY, for an undisclosed sum was announced recently. New owner is J. B. Malarchuk. Former owner, B. M. Goldin, continues to own and operate the Tivoli.

Neil Colville, coach of the New York Rangers; Alex Shibicky, coach of the Flin Flon Miners, and Jack McGill, of the Providence Reds, are three of the officials of CENTRAL DRIVE-INS, LTD., the company that has been formed to build drive-in theatres at RED DEER and other points. Mr. Colville is president of the company, and Mr. Shibicky and Mr. McGill are directors. A. E. Staniland, operator of the Odeon Theatre, Wetaskiwin, will be manager of the new project.

\* \* \*

The new drive-in at the junction of the Edmonton and Sylvan Lake highways is planned for 450 cars. Preliminary surveys have been made of the site and it is expected that work on clearing and earth-moving will begin in a few days.



# RAY PRESENTS



THE Minister of National Defence, The Hon. Brooke Claxton, gave Canadians what is termed a rough estimate of the legislation which can be expected due to the increased defence program which has been speeded up. The bill, stated the Minister, will be increased by \$600 million over the next three years. The 1950 defence budget has already reached a record of \$425 million for peacetime and it will

be increased between \$140 and \$150 million.

The added costs announced do not include expenditures for assistance to North Atlantic Treaty Nations.

*"We shall be placing," said Mr. Claxton, "considerable additional orders for the supply of new equipment made in Canada, not only for ourselves, but also for assistance in Western Europe under the North Atlantic Treaty."*

*One may judge from this statement of acceleration that there will be a definite effect on the Canadian economy, and we as Canadian showmen must become aware of what is transpiring and gear ourselves to meet progressive events.*

IF PRODUCTIVE capacity is, as reported, working full time to supply present civilian needs, it is not difficult to form a picture of what is about to happen when the defence program gets under way. Arrangements have been worked out with the United States on defence purchasing which will "result in the planned use of the industrial resources of both countries with defence purchases being at least roughly balanced on a reciprocal basis."

"Each of the next two years will see an increase of more than \$225 million over the previously expected expenditures."

*A survey of Canadian automobile manufacturers revealed that they still cannot fill all orders and yet have had the largest car output in history.*

*General Motors at Oshawa reported that its company had turned out at the Oshawa plant 100,000 cars and trucks since January, which is more than their production for the entire year of 1949.*

*Rhys M. Sale, president of Ford of Canada, stated that the Windsor plant is turning out more than 1300 cars and trucks each working day. He stated that the Ford company expected to reach an unprecedented all-time high with a record of 300,000 cars and trucks by the end of 1950.*

*Chrysler officials at Windsor report that they are unable to keep up with public demand, and at the Studebaker plant at Hamilton, Ont., officials say that they expect to hit a record this year.*

MEANWHILE, it is reported that the Canadian cost of living has hit a new high point, the index rising a full point to 168.5 between July 3rd and August 1st, as announced by the Canadian Bureau of Statistics.

In purchasing power what is the Canadian dollar worth? In comparison with the purchasing value as of 1939, the Canadian dollar is worth slightly over 59 cents. Food prices are mainly responsible. The food index climbed from 214.3 to 214.7 during July. This is on a base of 100, as of August 1st, 1939.

Clothing, fuel, light, household furnishings and services have all increased. The food price rise has caused alarm, and The Canadian Association of Consumers, with a membership of 12,000, has informed Prime Minister St. Laurent that it views "with alarm" the recent price increases in bread, meat, soap, sugar and other essential commodities.

*A letter addressed to the Prime Minister, signed by Mrs. F. E. Wright, the Association's president, said that it would welcome a statement from the Prime Minister "to curb the demand for increased payment for goods and services."*

*The Association suggested price controls to fight price rises, and further suggested that if the Government utilized the price control policy to stem rising prices "that prices be rolled back to a more normal and balanced level than at present and to prevent the situation from getting further out of hand."*

HERE is something to think about, members of our Industry. You can look back at what has happened in our own history in respect to restrictions, increased taxation, and controls. Are we prepared for eventualities? Remember the conversion from oil to coal in some of our theatres? Remember the threadbare carpets, the unpainted and stained walls? Remember the shortage of raw stock and reels and cans? Remember the curb on production expenditures? Remember the restrictions on lighting, and the lamps which we used in our offices? The Minister of Defence has clearly stated that we cannot defend our way of life and meet our obligations under the North Atlantic Treaty without each of us suffering certain hardships.

*True enough, we can expect greatly increased box-offices, because there will be added millions of dollars in circulation; but how much of your box-office will be left to you under increased costs and increased taxation? Now is the time to take an inventory of coming events, not next week, not tomorrow, but today.*

A STORY in the daily press reads, "Corporation and personal income taxes are two definite sources the Federal Government will tap in its next budget to finance Canada's record-breaking peacetime expenditures on defence and aid to Western Europe." It is headed: Higher Taxes by Jan. 1, 1951.

Another story reads, "The Canadian government is putting into readiness price control and rationing machinery to be used if the international situation becomes more critical. From a government source it is learned today (Friday, Sept. 1) that officials are making preparations for the printing of ration books. These would be used if the supply of essential household commodities becomes scarce due to a war declaration or lack of shipping facilities caused by the movement of high-priority war materials."

*We, in our Industry, are generally intent on talking "shop"; it is the nature of our business that we talk Show Business; but things are happening all around us that will affect us directly. What is happening ties us up closer than ever with the North American Continent, with the United States, the source of our greatest supply of motion pictures, ties us up with other nations involved in the peacetime defence program, intent on watching Korean developments, ties us up with the nations which depend on our aid, and it is necessary that we expand our thinking, and put our house in order to become a part of the overall plan, for coming events will shape us to their needs providing we do not shape ourselves.*





## Toronto and District

BILL PRESS

THE death has occurred at St. Andrew's, N.B., of Howard P. Robinson, 76, a director for some five years of Famous Players Canadian Corp. and prominent for his many and varied business interests.

Mr. Robinson was president of the New Brunswick Telephone Co., Saint John, was associated with the ownership of two daily newspapers in that city, served as a vice-president of the Canadian Press and became an important figure in public utilities, the paper industry, banking, foodstuffs, broadcasting and finance.

In the educational field, he was actively associated with colleges and schools in the Maritimes and held the Doctorates of Letters and Common Law. In early life he became the manager of a printing company and continued to be closely identified with the publishing business.

\* \* \*

*Al Bollington, who performs at the organ in the Toronto Victoria Theatre, is gaining wide attention through his program of request numbers each week on the Dominion network of the Canadian Broadcasting Corp.*

\* \* \*

The Century Theatre at Hamilton continued to be closed on Aug. 26 because of a difference with the Moving Picture Operators' Local over the employment of a fourth man in the booth of the 850-seat theatre. The Century, of which Mel Jolley is manager, had been dark for 16 days on that date.

\* \* \*

*THE BARBER OF SEVILLE was a successful attraction at the Mohawk Drive-In Theatre at Hamilton, giving real pleasure to the many open-air film fans. The companion picture was FLYING WITH MUSIC.*

### Loew's, Famous Players Declare Dividend

Dividend time finds the declaration of the regular payments to common shareholders for the third quarter of the year, reflecting a healthy state in the Canadian theatre business.

Famous Players Canadian Corp. declared its 25c dividend for the period, payable Sept. 23 to stockholders of record Sept. 8.

Marcus Loew's Theatres Limited is making its customary payment of \$1 on the common stock on Sept. 30 to shareholders of Sept. 9.

The Famous Players' common is currently traded at around \$15 on the Toronto and Montreal stock exchanges. The Loew's stock is being quoted at \$75 in the Toronto list.

The emergency delivery plan in Ontario for the period of the rail strike was reported to be working out smoothly as arranged primarily by the Toronto Film Board of Trade and the Motion Picture Theatres Association of Ontario.

Fifteen regional clearing depots were set up, to which the Mavety Film Delivery Limited delivered the booked shows and where the films returned by exhibitors were picked up.

Within a radius of 50 miles of Toronto the exhibitors were instructed to drive to the film exchanges immediately following an engagement for the return of pictures and the picking up of new shows.

The most widespread territory was Northern Ontario for which the exchange depot was the Capitol Theatre at North Bay. The theatres of no less than 30 cities and towns from Mattawa to Hearst and Sault Ste. Marie were served at North Bay, where the gasoline was in short supply. From North Bay to the Soo is 272 miles by road, for instance.

The following 15 regional distributing centres were picked: Capitol Theatre, Chatham; Avon Theatre, Stratford; Uptown, Orangeville; Granada, Barrie; Geneva, Orillia; Norwood, Bracebridge; Cameo, Morrisburg; McCarthy, Belleville; Capitol, North Bay; Strand, Simcoe; Patricia, London; Odeon, Peterboro; Strand, Port Colborne; Capitol, Windsor, and the Capitol at Ottawa.

\* \* \*

*The Famous Players' Beach Theatre was being readied late in August for a grand re-opening after many weeks of extensive remodelling. The previous Toronto theatre to get the treatment was the Belsize which became the Crest in the transformation.*

\* \* \*

Another new member for the Motion Picture Theatres Association of Ontario is Vincent Kelley, owner of the attractive Empress Theatre at Kemptville in Eastern Ontario.

\* \* \*

*THE FLAME AND THE ARROW was one of the latest pictures to be given a sneak preview at the Famous Players' Village Theatre in Forest Hill Village. The unannounced presentations are held weekly.*

\* \* \*

The RED SHOES, and THE BLUE LAGOON played a week at the Community, Hamilton's art theatre, as a double bill, then opened a three-day run, Aug. 28, at the International Cinema in Toronto to round out the second month of the Summer Film Festival there.

### THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

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Address all mail to the Publisher  
CANADIAN MOVING PICTURE DIGEST  
COMPANY, LIMITED

21 Dundas Square - Toronto

Telephone: WAverley 8696

Cable: Raydigest

Established 1915. Publication weekly.  
Subscription: \$5.00 yearly

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BILL PRESS.....Toronto, Ont.

Mr. and Mrs. Ben Geldsaler have announced the marriage of their daughter Phyllis to Harold Weinfeld of Toronto. The Geldsaler's Three Graces have all been married within a period of less than three years. Congratulations are in order.

\* \* \*

*Mr. and Mrs. David Griesdorf celebrated their eighteenth wedding anniversary in Toronto last week.*

\* \* \*

The Famous Players' Cartier Theatre in Hull went dark on Sunday night, Aug. 27, because of lightning during a severe thunderstorm which put a number of circuits out of commission.

\* \* \*

*Something of a record for the length of a double bill in leading Famous Players' theatres in Toronto was set in the week's engagement of two come-back productions, FOREVER AMBER and CAPTAIN FROM CASTILLE.*

*The running time for the show was 4 hours and 50 minutes—close to 5 hours.*

### NFB Cameraman En Route to Korea

Grant McLean, National Film Board cameraman recently granted leave of absence for film work with the United Nations, left New York last week en route to Korea.

McLean left by plane for Tokyo where transportation to the battle area will be provided by the United Nations. He will be in Korea for two months. This is the Canadian cameraman's second assignment from a United Nations' organization. Two years ago he filmed relief operations in China on behalf of UNRRA. His present commission is from the United Nations' department of public information.

Director of photography for the National Film Board since the beginning of 1948, Grant McLean is a native of Saskatchewan. His most recent film is Family Circles, a short subject now playing in Canadian theatres.



## New Super Drive-In For Fort Erie

Plans have been approved by the Departments of Highways and Theatres for a new drive in theatre at Fort Erie. Mr. Louis Ziff, prominent Fort Erie lawyer, has acquired for a syndicate forty acres of land, located on the Garrison Road and Helena Street, two and one half miles from the Peace Bridge. The new drive in will be called "The Peace Bridge Drive-In" and will be one of the finest in Canada.

Besides film entertainment, final plans will include arrangements for evening golf, outdoor bowling and swimming pool and many other of the innovations of the Butlin camps of England. Plans are being completed by Kaplan and Sprachman, well-known Toronto architects. Work will commence as soon as possible. The Peace Bridge Drive-In will be ready for operation in April and will be one of the show places of Canada.

## Concerto for Sunset Blvd.

Arthur Feidler, conductor of the Boston "Pops" Orchestra, is discussing a short concert version of Franz Waxman's score for Paramount's Sunset Boulevard as a possibility for a performance by the famed orchestra.

## COMPO Meets with Truman

The COMPO Committee on Co-operation with the U.S. Government was invited to the White House for a meeting with President Truman, Friday, September 8th at 12.30 p.m., it was announced by Ned E. Depinet, COMPO president and ex-officio chairman of the Committee.

On hand at the conference, in addition to President Truman, were the President's Assistant, Dr. John R. Steelman, who has been designated as the government's liaison with the motion picture industry; and Dallas Halverstadt, film section chief in Steelman's office.

Primary purpose of the meeting, said Mr. Depinet, is to lay the groundwork for active operation of the Committee and to develop the opening phases of COMPO's program of co-operation with the government in the present crisis.

## Father of Bride Sequel

Father's Little Dividend, the eagerly awaited sequel to Father of the Bride which cleaned up at Canadian theatres, is going into production immediately at Metro-Goldwyn-Mayer, with Spencer Tracy, Joan Bennett and Elizabeth Taylor in their original roles.

## Pres. Truman Receives Tea for Two Service

President Harry S. Truman was the recipient of a 22-carat gold tea for two service, a gift from the Tea Bureau of the U.S. and Warner Bros. Pictures.

The tea service was received at the White House while Miss Ann Zike and Miss Camille Williams of the cast of the motion picture Tea for Two were visiting Washington, one of the many cities in their nation-wide tour.

President Truman was one of the ten recipients of the golden tea pot award in 1949 given by the Tea Association of the U.S.A. for his interest and co-operation with the world tea trade during that year.

## Heggie Calls 'Em

This may or may not be a coincidence, but Irving Stern of Monogram reports that some months ago when he was selling the picture Dillinger to Famous Players, Booker John Heggie thought that Dillinger and The Gangster would make a terrific box-office combination. The double bill was subsequently booked into the Famous Players theatre in Timmins where the prediction was apparently borne out.

Last week word was received from the Interstate Theatre Circuit in Texas that this same double bill will soon open at 45 situations in 24 cities in that state.

## Israel Shorts

Two major studios have recently come up with short subjects produced in the new State of Israel. Warner Bros. two reeler, Land Of Hope, with color by Technicolor, has been retitled Wanderers Return. Paramount's short subject feature, The New Pioneers, is currently showing with the Bob Hope starrer, Fancy Pants, at the Imperial Theatre in Toronto.

## Film on Grenfell

Works of mercy in the far flung outposts of the Grenfell Mission in Newfoundland and Labrador will be shown in a film now being produced for the Grenfell Association of America by Crawley Films Limited of Ottawa and Toronto.

The mission which was founded in 1892 by Sir Wilfred Grenfell has become a veritable lifeline for northern Newfoundland outpost villages. The mission operates five hospitals, four nursing stations, boarding schools, a children's home, hospital and supply ships.

It is expected the film will be shown widely throughout the United States and Canada.

The hottest show on Television in U.S. is the eleven-member United Nations Security Council. UN officials estimate daily video audiences on meeting days at 30 million people.



De gauche à droite: Paul L'Anglais, vice-président de Québec Productions, René Dary président de Eclectic Films de Paris et vedette française bien connue, Patricia Roc et Paul Dupuis de l'organisation J.-Arthur Rank, et René Germain, président de Québec Productions, photographiés à l'Aéroport de Dorval, lors du départ de ces artistes pour la France où ils termineront les prises de vues du film franco-canadien "Son Copain", qui sortira en version française et anglaise, à la fin d'octobre.



# "DESTINATION MOON" IS BREAKING BOX-OFFICE

## GREAT!

### Publicity build-up!

this Week  
MAGAZINE

The Cincinnati News

LIFE

"DESTINATION MOON"

POPULAR  
MECHANICS  
MAGAZINE

The New York Times  
Magazine

ROCKET TO THE MOON  
No Longer a Fantastic Dream

POPULAR  
SCIENCE

parade

# DESTINATION

Produced by GEORGE PAL • Directed by IRVING PICHEL • Screenplay by Rip Van Ronkel, Robert Heinlein and James O'Hanlon

## GREAT!

### Reviews!

#### TRADE PAPERS:

"... obviously a good exploitation picture ... should enjoy considerable popularity ..."  
—Motion Picture Daily

"... an exciting and intriguing scientific adventure quite certain to arouse interesting response from jaded audiences."  
—Film Daily

"... mounted superbly ... looks like a winner with the public ... extremely exploitable ..."  
—Daily Variety

"'DESTINATION MOON' is a highly technical space travel subject that can be ballyhooed to stout grosses. In its favor at the boxoffice are the advantage of novelty ... and a Technicolor dress."  
—Variety

"... an exceptionally fine exploitation picture ... colorful and weird pictorial effects are alone worth the price of admission."  
—Harrison's Reports

#### NEW YORK PAPERS:

"... the most exciting fantasy-adventure in fifty years ... an unforgettable dramatic experience."  
—Cue

"... a most intriguing and picturesque event ... profoundly impressive ... arresting ... thrilling!"  
—New York Times

"... utterly captivating ... it should certainly be seen ..."  
—New York Herald-Tribune

"... fascinating ..."  
—New York Daily News

"... a unique treat and extraordinary thrill ... an engrossing story of breath-taking suspense. Don't miss it!"  
—New York Daily Mirror



RECORDS BECAUSE IT IS A **GREAT** PICTURE!

**GREAT!**

Exploitation!



**GREAT!**

Boxoffice!

*Brandt Theatres*  
1885 BROADWAY, NEW YORK 19, N.Y. · JUDSON & BESS

July 5, 1950

Mr. N. Peter Rathvon  
Eagle Lion Classics  
165 West 46th Street  
New York City

My dear Mr. Rathvon:

First, I am proud to be the first theatre owner in the United States to present your picture, *DESTINATION MOON*, because it is a daring departure in motion picture production.

Second, because the people who have seen it love it and talk about it after they leave the theatre.

Third, because of the fact that it is chock full of entertainment and pleases every type of motion picture patron.

Fourth, and certainly not the least, because of the fact that it has broken every opening week's box office attendance since I have the Mayfair Theatre.

This is definitely the type of production the motion picture industry needs and I want to congratulate you, Mr. George Pal and your associates, and will watch the future work of your company with keen interest because I would like to get some more pictures like *DESTINATION MOON*.

Sincere warm regards,

*Harry Brandt*  
HARRY BRANDT



**MOON**

An Eagle-Lion Films Release

COLOR BY  
**TECHNICOLOR**



## PROMOTIONOTES

The biggest ballyhoo for a forthcoming production seen in Toronto for many years was set off on Wednesday, September 6th, when the Treasure Hunt campaign for RKO's Treasure Island got under way. The picture is scheduled to open in four Famous Players houses—the Victoria, Eglinton, Beach and St. Clair—on Friday, September 15th.

This unique promotional stunt takes the form of a highly publicized Treasure Hunt for over one hundred prizes with a retail value of \$2,000 reposing in the mysterious Treasure Chest at the Victoria Theatre.

In Toronto tieups have been arranged with the Toronto Evening Telegram and, for the first time in history, with the Loblaw Food Stores. The plan calls for Loblaw's to distribute thousands of numbered keys in their 65 stores during the week preceding the opening of the picture, while screen trailers, in the theatres and advertising both in Loblaw's and the Telegram keep interest at a high pitch. At the end of the contest the winning numbers will be posted in the stores and published in the 'Tely,' and winners will be instructed to take the numbered keys to the Victoria Theatre on opening day. From the Treasure Chest bulging with prizes of every size and description including a trip to Nassau and a refrigerator, each winner will draw out a slip of paper informing him of his prize.

In Toronto alone some 500,000 keys will be distributed. If there are any unclaimed prizes, the Telegram will run an essay contest on Treasure Island. Treasure Hunts are also scheduled for Montreal where 150,000 to 200,000 keys will be distributed in a tie up with the Steinberg Stores, and in Winnipeg and Vancouver in conjunction with the Hudson's Bay Company. Modified Treasure Hunts will also be staged in other situations throughout Canada. Mastermind behind this stunt was Dave Cantor, RKO Field Representative, who worked out details with Jim Nairn and Bert Brown of Famous Players Head Office.

To exploit his engagement of MGM's Father Of The Bride at the Capitol, Halifax, Manager Freeman Skinner had head usherette Sara Poulan wearing a bridal gown and veil in a parked car at a prominent intersection, with signs announcing that she, too, was waiting for Father Of The Bride. The stunt was given a 2-column writeup in the Halifax Herald, and was only one of many clever promotion ideas used by Manager Skinner on this comedy hit which is doing capacity business in its Canadian engagements.

## Capital Story

BILL McLAUGHLIN

LABOR DAY, traditionally the starting point of a brand new movie season, brings to end what was probably the poorest season as viewed from box-office figures in many years. Quality of the pictures shown in Uptown first-runs was also below average during the past three months. However, the dog-days are over for this year and theatre managers, fresh from their vacations, are looking ahead to a succession of big pictures and big box-office returns before the usual pre-Christmas slump which, in this town, starts early in December.

*With school holidays over and the younger element again at their studies, managers are staging a campaign to get the adults back to the habit of "goin' to the movies." Many first-run theatres are using the slogan of "Pictures are Better Than Ever" in their daily newspaper advertisements.*

Manager Jack Gibson has lined up a number of films, mostly from Britain and the continent for his Fall and Winter season of programs at the Glebe Theatre aimed directly at the adult trade. Currently at the Odeon-operated neighborhood house is The Weaker Sex, with Naughty Arlette underlined for early presentation. Jack says business is picking up fast after a rather ordinary Summer, but hopes for another top-notch like Tight Little Island to establish his theatre on the map again.

*George Formby is coming back. The English film comic, who did quite well on his first personal appearance earlier this year, will return with his new London Music Hall show to the Auditorium next Monday night.*

Heavy downfall of rain early last Sunday evening, accompanied by terrific lightning flashes played havoc with show business in Hull, across the Ottawa River in Quebec province. Movie Theatres are open on Sundays in our sister city and largely attended by movie-goers from Ottawa. But the storm, coming just before the final evening performances kept hundreds of prospective customers close to home. The Cartier (Famous Players) Theatre was darkened during the heaviest part of the storm by a break in power lines. Louis Gauthier had his projection booth in operation within half an hour of the shut-down.

*Several major movie houses presented midnight performances of current or coming pictures to usher in the holiday. As in past years, the special owl shows and performances on Labor Day, were widely attended, with the hopes up and long waiting lines throughout the afternoon and early evening. Neighborhood, suburban and ozone theatres all reported excellent business during the special midnight and holiday shows.*

In Kingston or Here was the catchline on the pre-opening day newspaper display of an Uptown theatre playing Panic in the Streets. Ad writer probably took the film's title to mean a prison-break story and tied it up with what a panic would be like in the streets of the Limestone City if a horde of convicts escaped from the Kingston pen. Story of the picture really revolves around a panic created when an epidemic confronts the people of New Orleans following the discovery of victims of the Black Death along the waterfront.

*Ernie Warren, supervisor for the 20th Century chain in this district and resident manager of the Elgin Theatre, has become a daily commuter between his new summer home in the Gatineau Hills and his office. Like Ray Tubman, Famous Players supervisor and Capitol manager, who has a summer home near Aylmer, Que., Ernie makes the trip back and forth by automobile.*

Have yet to hear of a new air-conditioning installation in a theatre that didn't break down shortly after it was okayed for operation. The apparatus in the Regent Theatre started off nicely, balked for several days, started again and then broke down completely. And during the warmest spell of the season! Manager Henry Marshall expects to have it in perfect operation some time in the future, probably before winter sets in for keeps.

*Call will shortly go out for a meeting of the Ontario Motion Picture Association (Ottawa and district branch) and the election of a new board of directors. In the meantime, nothing has come through about the proposed picnic for managers, their families and friends. Delay in making arrangements for the annual summer open-air fling due to several key theatre managers being away on vacation.*



## Winnipeg News

By J. S. CONKLIN

The Motion Picture Industry in Winnipeg, and that includes the theatres and the Film Board, are looking forward to the month of September with expectancy in hopes that the fall season will give a better return to their treasuries, than the summer months.

First — there was the Red River flood early in the summer and then came the cyclonic wind, which struck the city with terrific force three weeks ago. The flood closed many city theatres for two weeks, and in the country many were shut down for months. The tourist season has been away below what was anticipated, while never before has Winnipeg been visited by so many circuses and top-notch American dance orchestras, all of which have taken money away from the theatres. The weather has also been unusually cool at nights, which has not favored the drive-in theatres.

Among recent successes at the theatres have been *Morning Departure* which had a two weeks run at the Odeon; *Duchess of Idaho*, two weeks at the Met; *Winchester '73*, two weeks at the Odeon; *The Lives of a Bengal Lancer*, two weeks at the Grand Theatre; *Gracie Fields in The Show Goes On*, and *George Formby in I See Ice* at the Rialto; *Father of the Bride*, two weeks at the Capitol, largest theatre in Winnipeg; *Maytime in Mayfair*, two weeks at the Gaiety; *Buccancer's Girl*, two weeks at the Garrick.

\* \* \*

The first moving picture theatre and vaudeville theatre to be opened at Churchill, Man. on Hudson Bay was dedicated August 26. The building an old hanger brought from Newfoundland, has been fitted up with a hardwood floor, leather covered seats, two modern dressing rooms, and is air-conditioned. The theatre is decorated in mauve and gold, with a trim of green and chrome.

A vaudeville group was flown in from Winnipeg for the opening night. There are 2,000 Canadian and U.S. soldiers stationed at Churchill who welcomed this new centre of entertainment.

## Congress Applauds Warners

Warner Bros.' *Fifty Years Before Your Eyes* has been mentioned in the Congressional Record, and commended both by the Senate and the House of Representatives of the United States.

On August 4th, the Honorable Edward Martin, Senator from Pennsylvania stated his views: "I feel that Warner Bros. have made an important and lasting contribution to the history of our times in recording so faithfully and so magnificently the great events in America from 1900 to this year, 1950."

## MARITIME NEWS

By A. L. FAIRWEATHER

THE death of Howard P. Robinson at Saint Andrews, N.B., caused great sorrow among his numerous friends in the Maritimes. As well as being a director of Famous Players' Canadian Corporation, Mr. Robinson was a director of some fifteen large companies and corporations and was keenly interested in Mount Allison University at Sackville, N.B. He was a past president of the New Brunswick Museum, taking a deep interest in the Saint John, Y.M.C.A. and the Luxor Temple, A. A. O. M. S. But it was his capacity for friendship to which most of the glowing tributes were paid. No one went to Howard Robinson for help or advice without his giving of his best, and his assistance was "immediate" and given as if were his pleasure to help. He will be sadly missed in Saint John where he was an outstanding citizen.

His funeral was largely attended and among the floral tributes were those from the officers and directors of Famous Players Canadian Corporation, and the Maritime District of the same Company. Famous Players was also represented at the funeral by F. Harrison Howe, manager of the Paramount, and James Mitchell, manager of the Capitol, Saint John. Burial took place at Fernhill Cemetery. Mr. Robinson is survived by his widow.

\* \* \*

Two Cardinal feaures are being shown day and date at the Mayfair and Regent, Saint John. For the first, *Arson Incorporated*, the local Fire Departments and Insurance Agencies as well as the Fire Underwriters Association were contacted and the picture drew favorable comments. The second film *Operation Haylift* was also well received.

\* \* \*

George E. Fulton, manager of the Capitol Theatre, Oxford, N.S. was in Saint John, returning home to Oxford from a vacation trip to Boston, Mass.

Mr. and Mrs. Saul Davenport of Shelbourne, N.B. spent some days in Saint John holidaying. Mr. Davenport is manager of the Capitol at Shelbourne while Mrs. Davenport is cashier and assistant manager of this B & L Theatre.

Hugh E. Best manager of the Capitol Theatre at Hartland, N.B., is on his holidays and taking his place for two weeks is Stanley Lieberman of the B & L staff at Saint John, son of Jos. Lieberman.

Mortimer Bernstein who is travelling through the West of Canada returning from Hollywood, arrived in Edmonton in time to attend the wedding of David Bragar, salesman for Paramount Films who is a former Saint John man.

*Lester Bligh of Bligh's Theatre, Berwick, N.S., was in Saint John recently as were also Mrs. Emma Fournier, Acadia Theatre, St. Leonard's, N.B., and Arthur and Ron Fielding of Bridgewater, N.S. who flew over to get their films for the Avon and Capitol Theatres.*

\* \* \*

An interesting meeting of the Charlottetown Rotary Club was held recently when its president George Walters, manager of the Prince Edward and Capitol Theatres (F. G. Spencer, Co. Ltd.) was presented with a "ten-gallon" hat, a gift of the City of Calgary. Kenneth J. Morrison, O.B.E., C. A., vice-president of the Dominion Association of Chartered Accountants addressed the club and brought greetings from the Mayor of Calgary, Dan Mackay. Mr. Morrison also presented George Walters with a silver spoon and souvenir medal commemorating Calgary's Jubilee. A film, *Alberta Vacation*, was shown at the meeting.

\* \* \*

*A color film featuring Casa Loma was shown at the regular meeting of the Saint John Kiwanis Club. . . . At the Rotary Club meeting a film entitled Home of the Nameless was shown by Harry B. Clark, Maritime representative of I.R.O. from Halifax.*

## Odeon Prize Cake

Cut yourself a piece of cake and win a prize. This time a birthday celebrant is giving away the presents instead of receiving them. It's the Odeon Anniversary Celebration.

If any resident of Ontario, 16 years of age and over, would like to own a British-made Motor Car, duplicate of the car driven by the Stars, all that lucky person has to do is estimate the actual weight, or come closest to the approximation of the Odeon Toronto's huge Birthday Anniversary Cake. The two runners up will receive free a three speed Combination Raio Automatic Phonograph or an Electric Sewing Machine.

There is no obligation to purchase theatre tickets to enter the contest; entry forms are available free at the Odeon Toronto and when filled out are to be deposited in a special Anniversary Contest Box in the lobby of the Odeon Toronto alongside the Birthday Cake Exhibit.

The cake was placed on view in the lobby of the Odeon Toronto Theatre on July 31, the day the Anniversary Contest opened, as a feature of the second birthday of this deluxe midtown cinema. It will be on display until 10:00 p.m. on Thursday, September 14, the deadline for entries.



## HAS ANYBODY SEEN THIS BOY?



When you see this youngster, Jeremy Spenser, in *PRELUDE TO FAME*, you'll see the best child's performance since "The Kid." This off-set still was taken at Pinewood Studios with Kathleen Ryan, left. The story is set in Italy where much of the film was shot. The music is so superb and so emotional that it gives the picture an audience appeal much as *RED SHOES* had. In U.S. and Canada, *PRELUDE TO FAME* will get a double-strength pre-selling campaign.

The J. ARTHUR RANK ORGANIZATION Presents *PRELUDE TO FAME*. A Two Cities film. Co-stars Guy Rolfe and Kathleen Byron with Kathleen Ryan. From the short story, "Mr. Archimedes" by Aldous Huxley. Produced by Donald Wilson. Directed by Fergus McDonnell. An Eagle-Lion Release.

**DON'T FAIL TO BOOK THIS ONE —  
FROM EAGLE-LION**

## Vancouver News

JACK DROY

**C**HANGES have been made in the local set-up of Odeon circuit with the promotion of Jerry Sutherland of the Park Theatre to supervisor. Howard Boothe, B. C. district manager will be in direct charge of Vancouver first runs Victoria and New Westminster houses, Earl Hayter will supervise all Vancouver suburban theatres. Jerry Sutherland will be in charge of Duncan and Ladysmith on Vancouver Island, Haney-Mission and Abbotsford in the Fraser Valley and Trail up country. Ann Thompson from the Dunbar replaces Sutherland at the Park. Bill Turner from the Cambie succeeds Mrs. Thompson at the Dunbar and Johnny Stobbard from the Plaza in Victoria is the manager of the Cambie, Vancouver. Changes are effective August 28.

*The action-packed British film depicting the unarmed British policemen's war against trigger-happy young hoodlums, The Blue Lamp, has been endorsed by senior Vancouver police officers. The picture opened at the Vogue here to good business.*

The Pacific National Exhibition as well as the local theatres are feeling the pinch of bad business. To date they are down around 20,000, from 1949. They struck a stretch of rainy days, on top of this the midway concessions went on a sit-down strike claiming the PNE wanted to make a Sunday school out of the midway side shows.

*Vancouver visitors from Hollywood on their way to Malibu Club on Princess Louisa Inlet for a holiday, were: Conrad Hilton, screen star Elizabeth Taylor's father-in-law, well-known hotel owner; Ann Miller and Joan Fontaine, movie stars; and Collier Young, Hollywood movie director. The visit was given front-page newspaper attention.*

Stephen Czech, former manager of the Lulu Island Theatre, is now manager of the Norgan Theatre at Palmerston, Ontario. Both are Pete Barnes' houses. He was replaced at the Lulu Theatre by J. McKee, projectionist-manager. . . . Marion Rich, former Paradise cashier is now at the Odeon-Hastings in Vancouver.

*J. J. Fitzgibbons, president of Famous Players, in town on an inspection trip. . . . Frank Gow, Famous Players district manager, back from a trip visiting interior theatres. . . . On Hollywood vacations are Harry Price, musical director of Theatre Under the Stars; Gordon Dalglish, Park Theatre, and Mickey Goldin of the Studio.*



## Views and Reviews

JACKIE ROSS

**LOUISA** (Empire-Universal) with Spring Byington, Charles Coburn, Edmund Gwenn, Ronald Reagan, Ruth Hussey.

Louisa is that rare commodity for which exhibitors have been noisily pleading in the trade papers—entertainment for the entire family. Produced by the company that made *Francis*, this picture has managed to achieve charm and appeal without sex, violence or brutality.

The basic idea is one that lends itself naturally to comedy and it's a wonder no one in Hollywood thought of it before . . . namely, that grandmothers have love affairs, and in doing so, are apt to drag in their entire family, much in the manner of teenagers.

At the beginning of the picture, Louisa (Spring Byington) is just another lonely bothersome mother-in-law, who battles with her daughter-in-law (Ruth Hussey) and makes her grandchildren miserable. The entire situation is changed when she embarks on a love-affair with the corner grocer. Mr. Hammond (Edmund Gwenn), a whimsical gourmet who is much taken with the lady's old-fashioned charm and femininity. Of course, the inevitable triangle develops when Charles Coburn, the husband's boss, arrives on the scene and is also smitten. Actually, it's just the boy-meets-girl theme all over again, but with a twist.

Aside from the spontaneous humor which is likely to develop out of the association of three such capable character actors as Miss Byington, Gwenn and Coburn, the picture is given substance by the background characters in the family who are in the tradition of the Hardy family and, more recently, the Archers. No doubt, they give a highly rose-colored view of the average American menage however, it is one which is very pleasing to watch and which makes Louisa an easy comedy to see and which should attract into theatres that almost-forgotten unit of patronage, the whole family.

**A LIFE OF HER OWN** (MGM) with Lana Turner and Ray Milland.

Reaching out into a hitherto unexplored area of American life and one which seems to exert a great fascination for most people, *A Life of Her Own* is the story of a highly successful New York model and the trials and tribulations that beset her in the big city.

From this cursory glance, the story sounds very like *Nellie, the Beautiful Cloak Model* of ancient vintage and, to a large extent, the love story is rather trite, involving, as it does, this young lady's affair with a married man (!) and its foregone unsuccessful conclusion with bows in the direction of the Johnstone Office. However, *A Life of Her Own* is redeemed from triteness by the picture it gives of a big model agency and by two expert character performances on the part of Tom Ewell and Ann Dvorak.

In the opening scene, when Miss Turner has just come to the city, she meets up with these two characters. Ewell is the head of the agency and Ann Dvorak, an aging nymph who, unfortunately, is required by the machinations of the plot to do away with herself before the end of reel two. Up till that time, her performance is excellent, giving the picture enough of a hard

## TRADE HEADLINES

George Formby, British stage and screen star, making second trans-Canada tour, opening at Royal Alexandra, Sept. 18th says manager Ernest Rawley.

Vivien Leigh makes big Hollywood hit — *Cameras in action* for Warner Bros. *A Streetcar Named Desire*.

Wolfgang Reinhardt to join David Selznick as executive assistant in charge of European production.

Darryl Zanuck's *No Way Out* running neck and neck with *Pinky*, 20th-Fox reports for grosses — *Premiere* at Rivoli tops year's gross for opening day with \$8,200.

*La Fortresse*, Canadian-made, showing in Paris for 18 months.

Two Daphne Du Maurier best-seller stories, *Rebecca*, produced by David O. Selznick, and *Jamaica Inn*, produced by Pommer, both directed by Alfred Hitchcock, currently playing Victoria-Eglinton, Toronto.

283,000 visited the Canadian National Exhibition last Saturday, an all-time record for the day.

Canada's total defence expenditures for the year boosted to \$625 million. Gradual period of rising taxes may last from three to four years.

Robert Mochrie, RKO sales chief, announces *Treasure Island* running neck and neck with *Cinderella* for grosses and outgrossing the lass in some situations.

Everybody cheering Judy Garland for great performance in *Summer Stock*, MGM's musical.

realistic tone to keep it from rising into thin air and floating away, due to sheer thinness of plot.

Tom Ewell, who may be remembered for an excellent bit he did in *Adam's Rib*, makes his gentleman into a convincing, living, breathing and, incidentally, very funny character with dimensions much more reminiscent of the legitimate theatre than of the movies.

As for the working out of the plot, Milland has an invalid wife who loves him and depends on him, which is really a stumbling block in view of the fact that, although he and Lana have been playing house while he has been in New York on business, it's really true love too, and they want to marry each other. A knotty ethical problem. The denouement comes when Miss Turner goes to see the wife, intending to tell all and ask her to divorce Milland. Of course, after five minutes with the woman, she realizes that she can't do it and so she goes back to being the most successful model in New York, unhappily

pill convinced that money isn't everything. Throughout this procedure, a nameless New York character, the boy friend of the suicide, keeps popping up to warn her of what's in store for her. He is really *The Devil* but he comes dressed up as an account executive. In the end, Miss Turner brushes aside the temptation to slide into the pit and the picture ends on a note of optimism with Miss Turner trudging bravely back to her women's hotel, determined to save herself for the All-American boy.

The remarkable thing about the picture is that, despite this somewhat second-hand story, it manages to remain attractive entertainment due to the interest of the minor characters and the background. And, in a way, this must reflect a trend away from the ordinary, even in the ordinary. In *A Life of Her Own*, this tendency is apparent in the fact that a typical women's picture has been injected with just enough imagination to make it something a little different.

Due to the Railway Strike . . .

### THE DIGEST SHOWMANSHIP CONTEST DEADLINE

has been extended to October 1st. You still have time to get your entry in!



STORAGE / VSUTE



From the Company that  
Gave You Such Comedy Hits  
as THE EGG AND I,  
FAMILY HONEYMOON,  
and FRANCIS.

UNIVERSAL-INTERNATIONAL presents

# Louisa

Yes, they're  
so funny...  
the maid's  
working  
for free.

Starring

Ronald Charles Ruth Edmund Spring  
REAGAN · COBURN · HUSSEY · GWENN · BYINGTON  
with  
Piper LAURIE · Scotty BECKETT

Story and Screenplay by STANLEY ROBERTS • Directed by ALEXANDER HALL • Produced by ROBERT ARTHUR

Another Hit From

**Empire-Universal Films Ltd.**